

PX17

PX17 Attachment AF

Document obtained from office of Brooks Arbogast



Blue Rocket Konnektive Transition Plan

Early clean cancel prompt for customers w/in 24 hour time period on hold

- Action Pro White
- Smilepro Direct
- BlizzardWhite
- Dental Pro at Home
- Spark Whitening
- Sedona Beauty Secrets
- Bella At Home
- Ivory Pro
- First Class Whitening
- Smile Vitalize
- Whitening Trend
- Genuine White
- Whitening Coach
- Innovation White
- Circle of Youth
- Just Youthful
- Bloom Allure

Top Volume Brands: Whitening Coach, Bella At Home, Spark Whitening, and Smile Pro Direct

**In Trial: Keep new save sale price points being setup

New End of Trial Group: Clean cancel vs. OTS (\$38.71) (Decline to clean cancel)

Ongoing: Clean cancel vs. OTS (\$38.71) (Decline to clean cancel)

Already Been Cancelled - Confirm Cancellation, let them know of any details

PROFIT Test - 5% to Call Center

**Save Sale PPs:

- 20% \$9.41
- 40% \$18.71
- 40% \$28.71

Recommended:

- 10% \$9.71
- 40% \$28.71
- 45% \$38.71

WBS
CANCEL